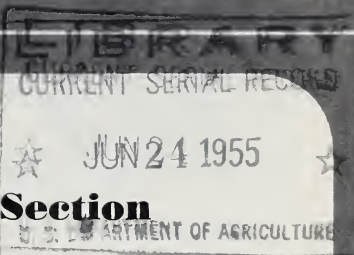


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A Message from the

ADMINISTRATOR

D ID you ever stop to think what you have in your rural electric co-op? This business in which you share the ownership enables you to live in the electric age. You can enjoy all the electrical appliances and machines that they have in town. As long as your electric system continues to operate successfully from the technical and financial standpoint, you are pretty well assured that the benefits of electricity will continue to be yours.

In building this system, you haven't hesitated to pay the price for the best materials available—hardware, lines, poles. You know you are paying for items that are built to meet good standards. This makes good business sense, of course, because quality pays for itself in terms of good construction and good service which means that you are getting what you set out to get.

But very often we forget that we need to be concerned about getting and keeping good people to run these big businesses. Take the board member, for example, and the manager. In fact, many employees have a job to perform in keeping the system in successful operation. All of these folks, if they fit their jobs properly, are making a contribution to a more effective business and thus to better living on your part.

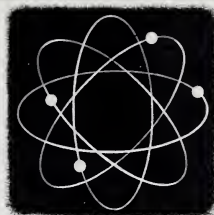
One question I would like to make sure that you think about is this: Are these people getting the compensation they ought to have for the responsible jobs they are performing? Compensation, of course, doesn't always consist of a pay check alone. It might be more recognition. It might be better working conditions. It might be a health program or a suitable vacation schedule or a number of other measures that help to pay the man for the job he is doing and the interest he is giving.

However you do it, you owe it to yourself as a beneficiary of the services effectively performed by your co-op to be sure you keep happily at work for those people who make a successful operation possible.

Administrator.



ELECTRICITY and the ATOM



Fund of Information Available to Co-ops Wanting Facts on Late Developments

ELECTRICITY from atomic energy is now technically possible, but its wide-spread use is not just around the corner.

This was the major note of the recent atomic energy conference in San Francisco sponsored by the Stanford Research Institute and the Atomic Industrial Forum, and attended by REA representatives.

Prominent scientists, businessmen and government officials reported on progress and problems in the commercial development of atomic energy.

Increasing Importance

"As the years go by, atomic power will supplement other sources of power and will play a useful and increasingly important role," said Morehead Patterson, the U. S. Representative for International Atomic Energy Negotiations. He brought out these points:

—Atomic power will become increasingly feasible economically as we solve difficult technological and engineering problems.

—Development of economically competitive atomic power is not necessarily a panacea for all the world's ills, nor will it revolutionize the world's economy.

—Atomic power plants will not make modern efficient hydroelectric and steam electric plants obsolete.

—As compared to a new conventional plant, an atomic plant would be superior only in respect to the factors of the costs of transportation and production of fuel.

Nuclear reactors for producing electricity were the subject of much discussion on the program at San Francisco. Dr. Edward Teller, professor of physics at the University of California, the man credited with a major role in developing the hydrogen bomb, defined a power reactor as "a complicated mechanism which produces energy." This energy, in the form of heat, is used to produce steam which activates a turbine. From that point on, the atomic power plant is similar to those now in use.

Five Types of Reactor

Charles G. Manly, chief, Industrial Liaison Branch of the Reactor Development Division of AEC, described a \$200 million program, largely financed by the Government, for development of nuclear power. Five different

technical approaches are being tried out in this power development program:

Pressurized water reactor. In this reactor, water, kept at high pressure in order to keep it from boiling, circulates through the reactor core. There it absorbs heat from the nuclear fission. The hot water circulates through a heat exchanger where it heats up another circuit of water. The resulting steam runs a turbine.

This type of reactor, now being built for the AEC by Westinghouse at Shippingport, Pa., is the first commercial reactor underway, and is scheduled to be in operation in 1957. Its electrical output will be 60,000 kw. The Duquesne Light Co., which is building the conventional part, will operate the entire plant and transmit the power to its customers.

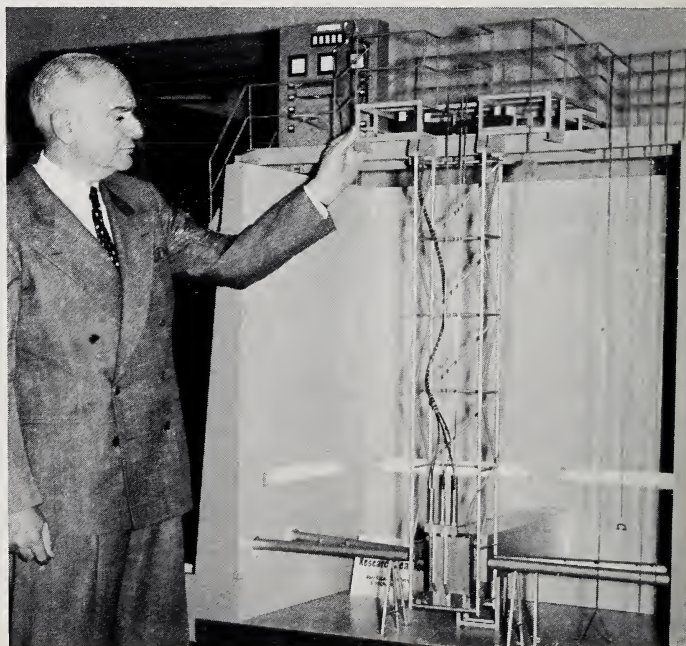
Boiling water reactor. In this reactor the core is surrounded by water, which is heated to steam by

the fission process, with the steam passing directly into the turbine. This is an Argonne National Laboratory project, and when completed in the fall of 1956 is expected to produce 5,000 kw of electric power.

Sodium graphite reactor. Here the core is immersed in a cooling tank of molten sodium. The sodium carries the heat to an exchanger where water is heated to steam. North American Aviation, Inc., is building this reactor at Santa Susana, Calif., and completion is anticipated within 12 months. The heat output will be about 20,000 kw. Plans do not yet include installation of a turbo-generator.

Breeder reactor. Another Argonne National Laboratory project, this reactor will have an electric output of 15,000 kw. It is a larger version of a 170-kw reactor that has already been successfully

J. E. O'Brien,
Chief, Electric
Engineering Division, REA,
inspects cutaway
model of research
reactor at San
Francisco conference.



operated. The breeder reactor works in such a way as to produce more fissionable fuel than it consumes. This project is to be completed in 1958.

Homogeneous reactor. Oak Ridge National Laboratory is now constructing its second homogeneous reactor, which will produce 5,000 kw of heat. The fuel (uranium or thorium), the moderator (which controls the fission process) and the coolant (which transfers the heat to the point where it can be used) are all mixed together into one solution, thus simplifying in some respects the reprocessing of the fuel. The steam created runs the turbine as in the other cases.

Access Agreement Program

Of special interest to REA borrowers is still another aspect of AEC's industrial participation program. This is the access agreement program, which Mr. Manly described as "the offer by the AEC of a library card which permits access, on a reasonable need-to-know basis, to restricted data useful primarily in the peaceful applications of atomic energy." The contract of the Seminole Electric Cooperative of Madison, Fla., was among the first four contracts executed under this program, Mr. Manly pointed out.

Tips for Applicants

Anyone interested in commercial application of reactor technology or reactor systems may apply for an access agreement, Mr. Manly said. For those interested, he had these suggestions:

—Check unclassified literature first. "The true status of nuclear power development can be deter-

mined very largely from the unclassified literature."

—Be prepared to make your own analyses. You will have to examine stacks of reports, and here and there select and evaluate bits of information.

—Don't expect to find economic nuclear power just around the corner.

To get access to confidential and secret data, here is what you must do:

Fill out application form obtained from Division of Licensing, AEC, showing what use you plan to make of the information.

Agree to pay certain established charges; safeguard information received, and waive potential claims against the Government arising from the imposition of secrecy orders or patent applications and for awards under the Atomic Energy Act of 1954.

The Government will waive all rights in inventions and discoveries arising out of access to the information made available.

Applicant must qualify for appropriate security clearance.

Organizations with an access agreement will be given at least 15 (possibly more) "L" type clearances without charge. Clearances in excess will cost about \$20. Organizations desiring "Q" type clearances will be charged about \$400 for each clearance.

The only charges most organizations seeking an access agreement will have will be those for printed documents, which range from about 20 cents to \$1.10, including cost for registered mail.

Irrigation Transforms Sageland

Oregon System's New Settlers Use Electricity To Make Farming Profitable

ONE OF the Far West's last agricultural "frontiers", 105,000 sage-covered acres near LaPine in central Oregon, is being transformed into bountiful cash crop land today as modern settlers swing into electrified irrigation.

Spark behind the transformation is Midstate Electric Cooperative's extension of lines to Silver Lake, Fort Rock and Christmas Valley. With electric power at their door young farmers can tap underground water storage basins—just what's needed to make the desert soils bloom.

This spring 84 electrically pumped wells went into operation and some 30,000 acres were irrigated for the first time. That's only the start of reclamation and development work planned for Lake, Deschutes and Klamath counties.

Old homesteaders who tried to make a go of dry-farming got only a few bushels per acre in the semi-arid country. No wonder many early settlers moved out bag and baggage.

It's a new brand of settler who is tackling this "forgotten" land today. Often he's college bred, schooled in agriculture with a good sense of the values of irrigated farming, and with the "know how" to make desert lands pay.

Midstate is using a good share of its \$2,040,000 REA loan to extend 330 miles of distribution and 95 miles of transmission line to serve rural members of the 3-county area. Electric lines are connected already to many farms in projected irrigated sections.

For a young co-op, Midstate has made a good gain in the sale of electricity to farmers. It has grown from 140 to 500 members. From less than 30,000 kwh of power sold the first month of business, consumption is now running around 217,500 kwh per month.

Consumption is expected to step up substantially year by year as new irrigation systems are installed in the valleys. New wells are pumping from 3,000 to 5,000 gallons per minute. Pumps will keep power load levels up from late spring into early fall. Phil Pittman, operator of the "Century Ranch", is completing installation of wells and irrigation pumps and has contracted for \$11,500 worth of electricity a year from Midstate.

George Larimer, Midstate's manager has high hopes for irrigation as a load builder. Crop water, he says, will increase farm incomes, make money more plentiful for purchase of electric farm implements, shop tools and household appliances.





Susie Baker explains lamp repairs to Alfalfa Electric members, Cherokee, Okla.

LEAVE IT TO THE GIRLS

HOME ECONOMISTS AID GROWTH OF RURAL LOADS

STEADILY increasing electric loads reported by REA borrowers with trained home economists are a good answer to the question posed by some managers, "Are women paying their way as power use specialists?"

Three Southwestern managers are enthusiastic about the big job their home electrification advisers are doing today. For home economists, they say, are getting rural people to use more and more electricity and are building consumer goodwill. It all adds up to higher incomes for borrowers and a host of satisfied members.

These home economists—Mrs. Cricket B. Taylor, Farmer's Electric Cooperative, Clovis, N. M.; Mrs. Nancy Morckel, Lighthouse Electric Cooperative, Inc., Floydada, Texas; and Susie Baker, Alfalfa Electric Cooperative, Cherokee, Okla.—have common goals.

They want to help consumers use electrical appliances properly; to work to keep consumer goodwill at a high level; and to promote use of new electric appliances and equipment.

Mrs. Taylor's diversified program has the warm backing of

Manager Oliver Kimbrough and the board of directors of Farmers' Electric. Home visits, co-op kitchen demonstrations, fair exhibits and employee training are the keys to her success.

She calls on dealers regularly, leaving with them a small card which has space for noting new appliance buyers. On another visit, Mrs. Taylor collects the card and finds out whether new buyers wish home demonstrations. Prompt service is given those who ask for help.

During the past two years Mrs. Taylor has put on some 134 group demonstrations in the co-op's electric kitchen in Clovis. Timely and factual cooking and electrical appliance information is given to each class.

Mrs. Taylor has also conducted a series of Saturday morning educational meetings for Farmers' Electric employees. Objectives are to acquaint employees with the work of the home economist, prepare them to be better co-op "salesmen," and show how to get full use from home appliances.

Says Mrs. Taylor, "Our training meetings were popular with



Manager Kimbrough (left), Farmer's Electric Co-op, Clovis, N. Mex., and Mrs. Taylor go over her work plans.

employees. We were surprised to find men asking more questions than women about various pieces of electrical equipment. They're set to answer any questions members ask them."

Mrs. Taylor and Mrs. Jimmy Temple, home economist, Roosevelt County Electric Cooperative, Portales, N. Mex., put on three 2-day workshops to show some 150 homemaking teachers and state home agents how to use electrical cooking and automatic laundry equipment. The workshops held in Clovis, Las Vegas and Socorro last fall were sponsored by the New Mexico Rural Electric Cooperative Association.

Manager Melvin Henry of Lighthouse Electric Co-op, Floydada, Texas, summed up Mrs. Morckel's activities in this way. "Our home economics program is based on giving the rural housewife what she wants. We used to figure we were the best judge of her needs. Nancy plans her program to suit popular demand now."

Mrs. Morckel works closely with county demonstration agents and

the homemaking clubs they organize. She also works with other local groups, and any farm wife can get her specialized training simply by organizing 15 to 25 of her friends or neighbors for a class demonstration. The hostess picks the subject for the get-togethers which are held either in a home or the co-op kitchen.

Mrs. Morckel has gotten good returns from her workshop meetings. Not long ago she made a range demonstration to 15 farm couples which resulted in 11 sales. Her work is credited as one of the chief reasons the number of ranges on the co-op line has doubled in the past two years.

Consumers keep up with co-op activities through Mrs. Morckel's weekly column, "Kitchen and Field News," in the "Hesperian." Newsy and homey, her writings help coordinate the co-op's home electrification program. The column also is an aid in arousing interest in such load builders as irrigation pumping, electrified



Manager Henry, Lighthouse Electric Co-op, looks on as Mrs. Morckel (center) discusses cookbook printing with Mrs. Gertie Smitherman (left) and Homer Steen (right), local newspaper editor.

farm equipment and seasonal appliances.

Manager Clarence R. Green of Alfalfa Electric says Home Economist Susie Baker fills an important niche in the co-op's electrification program.

Miss Baker spends much of her time in farm homes, helping housewives work out their electric appliance problems. Of course, home visits are made only on the invitation of consumers.

She's won a reputation in her service area for aiding dealers in merchandising and sales promotion. They like her "pep talks." Quite often dealers bring prospects to see the co-op's all-electric kitchen in Cherokee. On such oc-

casions, Susie makes a complete demonstration of some items. At times, on request, she demonstrates appliances in the dealer's store.

Manager Green points out that Susie's close cooperation with local dealers is paying off in getting more appliances on the line, and increasing power usage.

From talking to Managers Henry, Kimbrough and Green you learn that in the fast-growing field of electrical appliance merchandising, home electrification programs are a must. And housewives who have worked with Mrs. Taylor, Mrs. Morckel and Susie Baker are among their biggest boosters today.

Anniversary Movie

You may have seen the movie, "REA—20 Years Old," on your television screen. It was made to celebrate REA's 20th anniversary, and has been distributed to television farm directors in many states. This is a short film, only five minutes long, but shows in dramatic contrast an American farm in the days before REA, and a modern electrified farm.

Would you like to show a print of "REA—20 Years Old" at your annaul meeting, or some other co-op affair? If so, send your request to REA and the film will be shipped to you. Please give as much notice as possible, to allow ample time for your order to be filled.



Director Gilbert Courtney and Camera man Russell Anderson of USDA's Motion Picture Service are shown shooting one of the scenes in the movie. The electric milk cooler is part of the modern equipment on a Virginia dairy farm.

Colorado Borrowers Near Power Solution

REA borrowers in Colorado, long accustomed to facing the threat of a future power shortage, were a good two-thirds of the way along the road to a solution at the end of April.

The first step, taken in March, affected 8 borrowers in northeast Colorado as well as 10 in Wyoming and 6 in Nebraska. Faced with power shortage after 1956, these borrowers formed the Tri-State Generation and Transmission Association to seek a G and T loan from REA. However, in March the Association completed arrangements with the Bureau of Reclamation to supply all the member co-ops' power needs through 1957. REA then was asked to suspend consideration of the loan application.

A second step was taken late in April when REA approved a \$3½ million loan to the newly organized Arkansas Valley G & T, Inc., of Pueblo, to meet needs in southeastern Colorado.

The loan will finance construction of a 16,500-kw steam genera-

ting plant to be constructed and operated by the Southern Colorado Power Company on an integration basis patterned after the successful Cedar Rapids, Iowa, plan. The plan will help three Colorado distribution cooperatives get needed additional power at a cost 22 percent below existing wholesale rates.

The three cooperatives, which serve 9,000 rural consumers in southeastern Colorado, are the Southeast Colorado Power Association of La Junta, the San Isabel Electric Association of Pueblo, and the Sangre De Cristo Electric Association of Salida.

The third step in the Colorado power supply program is the proposed loan to the Colorado-Ute Electric Association of Nucla, Colo. At press time, this application was nearing final stages of processing with REA awaiting formal execution of an operating agreement which had been worked out between Colorado-Ute and the Western Colorado Power Company.

When the **Homer Electric Association**, Homer, Alaska, recently energized 77 miles of line up the Sterling Highway from the town of Homer, Norman Brown, editor of the Anchorage News, wrote:

"From the standpoint of convenience for the homesteads, the people who own small businesses along the Sterling Highway, the school houses in those wilderness areas and all others who will be

able to tap into the line, the service rendered by the co-op is inestimable"

Buena Vista County Rural Electric Cooperative, Storm Lake, Iowa, reports that member kwh increased from an average of 40.8 in May, 1938 to 426.45 in late 1954. Members increased from 371 to 3,183. In 1954, 237 transformer changes were made due to increased power use by members.

PIONEER

J. Harold Cash



J. HAROLD CASH, who helped to pioneer the rural electrification program in Wyoming, has a personal philosophy that the least anyone can do is help make his community a better place to live. This is probably one reason he has spent and continues to spend so much time in helping to extend electricity to rural areas.

Mr. Cash's interest in electrification goes back to a period when he was serving as Master of the Powder River Grange, a place of honor he held for three terms. During this time the Grange held several open meetings in the county and succeeded in getting nearly 100 percent sign-up for electricity.

In March 1947, Mr. Cash was elected to the board of directors of the Sheridan-Johnson Electrification Association, which had received its first REA loan only 2 years earlier. In 1949, he was elected president and has served in that capacity ever since. This year he is also president of the Wyoming State Rural Electrification Association.

This electrification pioneer is the son of Wyoming pioneers, his mother having gone there in 1881

in a covered wagon. Mr. Cash was born in Buffalo, Wyo., in 1907. Six weeks later his parents moved to the part of the ranch which he now owns. He and his brother bought the home ranch in 1942 from their father and divided ownership in 1948.

As soon as the contract was let to build electric lines out his way, Mr. Cash and his family started planning a new home, to be completely electrified. The house was completed in December 1950—3 months before the power line was energized. To have lights for Christmas, they had to rent a couple of light plants.

Mr. Cash's dream is to see that the Sheridan-Johnson REA gets adequate, firm power at a reasonable cost; that it operates on a sound financial basis, and that it completes area coverage.

Mr. Cash is presently a member of the Wyoming Safety and Job Training Committee, a member of the Johnson County Road Committee, and a director of the Johnson County Cattlemen's Association.

"Essentials of Good Management" is the title of a new bulletin issued by the U. S. Department of Agriculture. It outlines principles and practices of management generally, regardless of the type of enterprise. This bulletin is for sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at 25 cents a copy.

Borrowed in '35 . . .



Boone County crew works on lines.

Boone County, Ind., system pays off REA loan ahead of schedule as 20th anniversary approaches; one of original group of borrowers.

WHEN farmer directors of Indiana's Boone County Rural Electric Membership Corporation paid off their 20-year REA loan—well ahead of time—the occasion marked a significant achievement for them and the country's rural electrification program.

Paul Morton, board president, on April 26 turned over to Administrator Ancher Nelsen a check for \$18,543.49 as final payment on the co-op's \$567,926 loan. In addition to repaying the principal, the cooperative has paid the Government \$182,408.81 in interest.

Mr. Nelsen hailed Boone County REMC for being one of the first three borrowers to pay off its debt out of earnings from farm service. Word of liquidation of the 20-year distribution loan was good news to the 3,532 farmer consumers served by the system.

It was a little less than 20 years ago, July 22, 1935, that the Boone County system, along with others, received its original loan, which was never converted to the 35-year amortization period. These were the first loans approved by the Rural Electrification Administration only two months after its creation. Later, Boone County received 5 additional loans, all of which have been paid in full.

(Continued on page 14.)



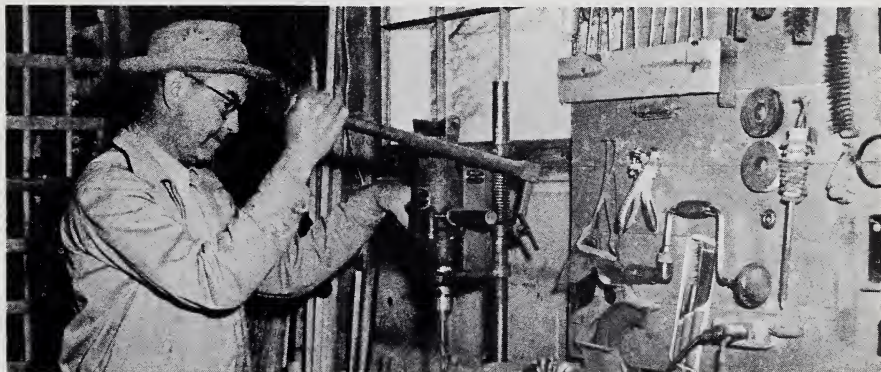
... Paid Back in '55



Farmstead of Lloyd Bennington, near Lebanon, served by Boone County Co-op. Mr. Bennington has an all-electric modern farm house, uses many electric farm tools.



Herman E. Antle (left), manager, and Olon Simmons, vice president of the board of directors, talk over co-op affairs during a break in the spring plowing.



Earl Potts, former airlines pilot and now a successful Boone county farmer, works in his shop. He used his electric equipment to build an automatic feed handler.

(Continued from page 12.)

Manager Herman E. Antle says there is no easy, "rule-of-thumb" way of making both ends meet for rural electric systems.

"We have a total investment of \$1,236,218 in the system's 771 miles of primary line. In addition we have current assets of \$228,480, a good share of which are in U. S. Government bonds, Treasury bonds and bank deposits," Mr. Antle says.

What's ahead for Boone County REMC?

Directors aren't "crossing any bridges" yet, but they are giving a good deal of thought to such matters as future financing.

"It's hoped that future capital requirements can be met by members' own money, with proper recognition to the members and within statutory limitations," Mr. Morton says. "In event that capital requirements exceed the amount of money that might be available through members we wouldn't hesitate whatsoever in applying to REA for a new loan."

Twenty years of modern living under rural electrification have been "fun" and full of "blessings"

for Boone county farmers. Here's what some of them say:

W. W. Whitehead, former county agent: "Electricity has made it possible for our farmers to work more efficiently. Rural electrification has changed farming from a way of life to big business."

Clark Woody, secretary-treasurer of Boone County REMC, whose farm home was the first electrified under the project: "Our system serves a true rural area. About 80 percent of our load comes from household consumption, the rest from barn and shop equipment." Mr. Woody hasn't missed a board meeting in 20 years.

Paul Morton, board president and cattleman: "Electricity helped us solve our labor problems. We know electricity has increased production for hog raisers. That's a big point because hogs account for 40 percent of our county's income. Heat lamps, for example, have meant at least one more pig per litter. Twenty years ago our farmers talked about getting home lighting and a motor for their washing machines. Today everyone has electrical appliances and farm equipment."

REA's first administrator, Morris L. Cooke, breaks ground at historic pole-setting ceremony in Lebanon, Ind., January 1936.





Shown at special ceremonies in Washington marking payment of final check are, left to right, Senator Homer E. Capehart of Indiana, Board President Paul Morton, Administrator Nelsen, and Vice President of the United States Richard M. Nixon.

Lloyd Bennington, who is changing over from dairying to livestock farming, uses an average of 1,800 kwh a month in his all-electric home: "I like panel heating and would install it if I build a hundred more homes. It sure is handy and a lot safer to have electric lights in our barn."

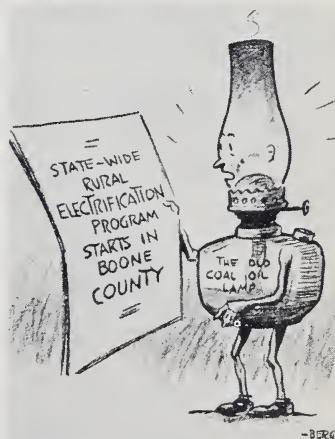
Earlier cooperatives to repay their loans through earnings from farm service were the Henry County Rural Electric Membership Corp., of New Castle, Ind., in April 1953, and the Gowrie Rural Electric Cooperative Association of Gowrie, Iowa, in January 1955.

As Indiana Papers Saw It In 1936

The following quotation is taken from the March 1936 issue of the Rural Electrification News:

"The Indianapolis Star believes that Boone County should be an 'important barometer in determining the scope of similar projects' which will 'be observed closely by the Nation's farmers, by public utility organizations, and by representatives of the Government.'"

The cartoon at the right is from the Indianapolis TIMES.



"Gosh"

Reprinted from the Indianapolis Times

THE LINEMAN



FLORIDA SUPERINTENDENTS MEET

DISCUSS "WHAT" AND "HOW" OF SUPERVISOR'S JOB

"The job of supervising is 75 percent 'human.' Knowing a job well is not a substitute for leadership."

These were some of the conclusions drawn at the recent annual conference of Florida Line Superintendents. A panel discussion on "Responsibilities of a Supervisor" brought out the following "what" and "how" responses:

What Are They?

1. Tie-in with management
2. Tie-in with men
3. Tie-in with consumers
4. Plan work
5. Safety
6. Keep up with times (procedures, etc.)

7. Teach and train
8. Inspection
9. Production

10. Maintenance
11. Trouble shooting

How Should We Carry Them Out?

(The following numbers correspond to the numbered items above.)

1. (a) Carry out management policies;
(b) Know responsibilities and limitations;
(c) Loyalty to management
2. (a) Same as 1 a, b, and c;

- (b) Carry men's problems to management when we can't handle them;

- (c) Maintain personal touch with individuals

3. (a) Give all possible help to consumers within company policy and our limitations

4. (a) Plan work with all people involved;

- (b) Completely plan it;

- (c) Explain your goal and why

5. (a) Explain as 4;

- (b) Set example;

- (c) Check back;

- (d) Follow-up

- (e) Find new ways to make him work safely

6. (a) Bring in new ideas;

- (b) Read

7. (a) To fill vacancies;

- (b) A continuous process

8. Make inspectors of everyone on job

9. Find a way to develop each man's importance and interest

10. Correct before failure;

- (a) Better consumer relations;

- (b) Cost;

- (c) Less outages;

- (d) Safety

11. Coordinator maintenance

- (a) Proper organization.

"SOONER NEWS"

The Oklahoma Statewide Electric Cooperative says in its safety newsletter: "The best way to avoid a useless and terrible accident is for everyone in the electric distribution business to carry on a concentrated public education program designed to show and teach the uninformed of the hazards which exist in our power lines."

OUT OF THE MUD

Georgia Company Credits Gains to REA

[Editor's Note: John Birchmore, together with his two daughters, owns and operates the Danielsville and Comer Telephone Co., with headquarters at Comer, Ga. A veteran in the rural telephone field, Mr. Birchmore is president of the Georgia Telephone Association. Here, in his own words, are some of his views on rural telephony.]

P e a c h e s and **c r e a m**—just peaches and cream, that's the way things are for us these days.

Just a few years ago, I was up late every night. Couldn't sleep. Must have read hundreds of detective stories while I was trying to figure out what to do to improve my business.

Now I can't even read a short story at night without nodding. Even go to sleep watching television. I tell everyone who will listen all up and down the state of Georgia that it was my association with REA that pulled me out of the mud.

We have been associated with rural telephony for a long time. My father started this system and our family has always had part ownership until I acquired sole interest.

Why, I remember back when I was a youngster riding in the buggy with my father. We tied a

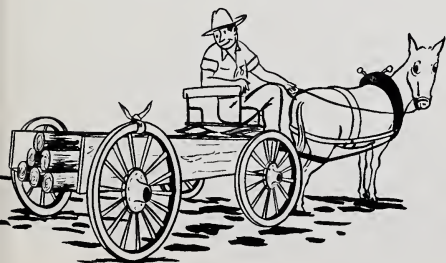
white handkerchief on the buggy wheels and counted the revolutions to get our distances between poles. The men used an ordinary ladder to climb the poles.

Before I got my loan we had 270 stations. Now we have 832 stations in operation and are building to reach 200 more. We expect to reach our 5-year quota in half that time. Ours is a modern dial system, 200 miles of line and 5 unattended dial exchanges.

When the word about modern, reliable telephone service gets around, people get so interested that we keep building all the time. Drop a few poles out in the country somewhere and people start showing up with applications. We don't need to sell telephone service, the demand is already there.

In rural areas, small towns and country, you need to keep in touch with people and let them know what's going on. Each month I send a little newsletter along with the bills. This lists new numbers and changes in numbers. Sometimes I fuss a little about telephone courtesy or bill payments. I explain rates and anything else that people might want to know. Just happened to mention my birthday and you know a lot of people phoned me, got a lot of cards and quite a number of people dropped in the office to say happy birthday.

People get a lot of pleasure out of modern telephone service. One woman says she prefers her telephone to television. Sometimes in



the evening farmers call me up and ask what's the news. And long distance calls—that's what surprised me. People call Japan and Germany just as a matter of routine. The toll business keeps getting better all the time.

This used to be cotton country. Farmers grew nothing else. Now it's diversified agriculture and a



John Birchmore, president of the Danielsville and Comer Telephone Co.

farmer has a lot more need for good telephone service. Business men in the small towns appreciate it too. An auto dealer here in Comer told me he sold half of his cars by telephone. Saved him a lot of time, travel and expense.

I want to do everything I can to put the REA telephone program on the map in Georgia. I use every bit of REA advice and assistance I can get.

There's no concern in my mind about the government running my telephone system for me. REA employees don't try to manage my business, all they try to do is see that I manage it. And I do.

Yes, sir! Everything is just peaches and cream. I'm getting so much pleasure out of life that I'd sort of like to go out and develop another modern rural telephone system just to keep me busy.

Here is an excerpt from one of Mr. Birchmore's newsletters to his subscribers:

A little less than 2 percent failed to return the duplicate statement or to pay their accounts by the 10th. You can't hardly find that kind of subscribers no more. I ain't mad at nobody this month. I have not started to hate folks yet, but when I do, I have one or two that I can start on. The old man was elected President of the Georgia Telephone Association the other day; the office carries a little honor and a lot of work and no pay. I hope I can earn the salary. I will see you New Year's Day. Be careful during Christmas, the neck you break might be your own.

Sincerely,

John Birchmore, Manager

REA Loans Show Increase at End of Nelson's Second Year

Rural telephone loans stood at new high levels as Ancher Nelsen completed his second year as administrator of REA on April 29. During the 12 months ended April 30, 1955, REA loans to improve and extend rural telephone service amounted to \$64,803,000, representing 147 loans in 34 states and Alaska.



DIAL AND DOUBLE

System Serves Twice as Many Subscribers Since Cut-over in 1953

OWNERS of East Ascension Telephone Company, Gonzales, La., have more than doubled the number of their subscribers since cut-over in July 1953 by careful and wise use of REA loan funds.

Company subscribers stepped up from 785 at cut-over to a total of 1,611 in March this year, plus some 125 applications for service. And owners say that steady residential and industrial growth in and around Gonzales, along with plans for extending dial service to Livingston Parish, may add another thousand or so subscribers. To ready themselves for such an increase, owners are anticipating need of a fifth or "E" loan.

Folks in Ascension Parish today credit the company's late president, Fred N. Banker, for much of its phenomenal expansion. Mr. Banker headed the magneto-run Gonzales Telephone Company, built the ebbing business up from a group of 29 subscribers to a paying system of 187 users. An early believer in future



parish development, he saw that large numbers of Baton Rouge workers were moving to rural communities. His goal was a modern, automatic, "city type" telephone service for rural people and commuters.

With J. Leo Stevens, present vice-president, and Dr. Meyer Epstein, secretary - treasurer, Mr. Banker organized the East Ascension Telephone Company. He lived to help the new company make some of its biggest subscriber gains.

To begin with, the company found rural people generally pleased at prospects of getting automatic service, though in some

cases it was necessary to "go after business."

Plans for the new company were announced in Baton Rouge and Gonzales papers and via radio. Rural people were invited to come in and sign up for service. This direct approach proved a good "business-getter." Door-to-door calling and friendly person-to-person chats with those who lagged in ordering service did the rest.

Recalling the experience of these home-to-home calls, Mrs. Anoma C. Banker, who took over the jobs of president and general manager, says, "We went up one road and down another until we had contacted everyone who signed up. Those visits helped us know our subscribers better and we think helped gain their goodwill.

"When we applied for our first REA loan we had 585 subscribers on the books, but before the new system was completed, 242 more rural residents wanted service so we asked for a second loan. We had to get a third loan to keep up with the requests for telephones."



Office Manager J. P. Lambert (left) checks subscriber list with Mrs. Anoma Banker, president and general manager of the East Ascension Telephone Co.

The cut-over date was July 1953 and by the end of December subscribers numbered 976. A year later the system had 1,297 subscribers and now there are over 1,600. That's well over the 10-year estimate of 1,348 users the company was expected to serve with money from the three REA loans.

The fourth loan is for providing the same kind of automatic service to part of Livingston Parish. Already 750 residents have signed up in this section.

Outside plant construction, along with building of exchanges at French Settlement and Maurepas, will begin this summer.

"New roads are opening up many rural areas and people are beginning to find out how helpful telephone communication can be," Mrs. Banker says. "And, of course, news of our automatic dial service is getting around and people like what they hear about it. People who wouldn't be bothered with a magneto or battery operated outfit are real boosters for automatic service."

Mrs. Banker believes that many new subscribers will be added from the town of Gonzales which has conspicuous growing pains. For example, a new clothing factory employing around 350 workers will open this year and four new housing developments are under construction near town.

And since the company moved its paystation outside its business office in Gonzales, it has been averaging \$125 per month, a good gain. It is plainly visible from the highway and affords users more privacy. Ten more paystations are to be installed in Gonzales and Livingston Parishes.

JUST outside the pleasant city of Laurens, S. C., the red brick office of the Piedmont Rural Telephone Cooperative stands on the hill that marks the dividing line between town and farm.

A few years ago that line was also the boundary between good and poor telephone service. It's different now. And the reason for the difference is the modern rural service provided by the telephone cooperative.

As is the case in most rural telephone systems, there were problems, delays and headaches in the early stages. Manager Harold H. Hilburn who has been on the job for a year proved to be the man who had most of the answers. Trained in the Bell system where he specialized in the design and installation of microwave for TV transmission, Hilburn did a lot of thinking before deciding to shift to the rural telephone field.

Now he's in love with the job. Hilburn says, "A rural telephone cooperative has all the problems of any rural system and some special problems peculiar to cooperatives. It's a real challenge to a telephone man and one that makes you realize the rugged demands of management responsibility.

"Our board of directors is doing a good job. They set up the policies and I handle operating management. We stay out of each other's fields of work and that makes a pleasant working atmosphere.

"One of the most important things in a telephone cooperative, especially in the first few years, is the newsletter to members. Subscribers are likely to get upset

QUALITY SERVICE

Piedmont System Wipes Out Differences Between Farm and City Telephones



This over-crowded pole is being replaced with new pole and cable instead of wires.



Harold H. Hilburn, manager, Piedmont Telephone Co-op, Laurens, S. C.

about delays and membership regulations unless they are kept informed about the 'why' of things. The monthly newsletter makes it possible to clear up questions and head off complaints before they get started."

The Piedmont system was built around the acquisition of antiquated rural lines and sprawling poles. After rebuilding and new

construction, the system now serves 976 stations and is building to reach an additional 200 subscribers. For the near future, Hilburn expects the system to grow to around 1,400 subscribers. More people are moving out into the country even though they work in town. Several light industries are moving to rural areas and will bring payrolls and new homes with them.

With 600 miles of rural lines and more abuilding, the system has a 10-employee staff. There are 3 employees in the office and 7 on the outside crew. Of the latter, 2 are assigned to handle such maintenance problems as may develop but spend most of their time on construction.

Piedmont has 4 unattended dial exchanges and 8-party lines with selective ringing and automatic cut-off of conversation after 8 minutes. In a recently measured 24-hour period, 6,700 local calls and 125 toll calls were recorded.

Toll business continues to increase, members are generally satisfied with the modern service and the future looks pretty bright.



ON A RAINY AFTERNOON

What to do with a telephone outside crew on a rainy day. Manager Harold Hilburn has the answer. He bought a power saw and some lumber and when the weather gets bad, his crew constructs pay telephone booths. So far, 4 booths have been built and installed. They cost about half the regular price. Only one booth had to be replaced. A tramp turned out the light, bedded down for the night and in the course of trying to keep warm set the booth on fire and destroyed it.

Spanning the Skagit

The Skagit River was no barrier to the Skagit Valley Telephone Company in taking modern dial service to people living on farms outside Mt. Vernon, Wash.

Since the Skagit River carries water traffic, it was necessary for the telephone company to string its lines with ample clearance over the water. This accounts for the 105-foot crossing poles—four to five times the usual telephone pole height. They were set on either side of the river to provide 80-foot clearance for the cable above mean high water. The span across the water is 930 feet, as compared with conventional

construction where the spans are from 300 to 400 feet.

The company used 202 pr. alpth cable spun to a “messenger” line. Catenary construction was used in this span, that is, a heavy strand of wire was strung high above the cable and lashed to it at two points to reduce the amount of sag and make it possible to obtain the required 80-foot clearance over the water. Graded construction, a series of poles in graded lengths, was used in the approaches to the long span.

G. J. Stover is president and manager of the Skagit Valley company, with headquarters at Mt. Vernon.

Texas System Cuts Over

Etex Telephone Cooperative, Inc., Gilmer, Tex., is one of the newest Texas REA borrowers to announce cut-over of rural dial equipment.

First step in the co-op's rural telephone program was the cut-over this spring of Betty, Rosewood and Pritchett exchanges in Upshur county. Some 300 subscribers in 18 rural communities received telephone service for the first time.

The co-op is now going ahead with plans to add three new exchanges at Jefferson, Gladewater and Kilgore.

C. L. Starkey is acting manager. Board members are: Welby Carlock, president; Therman Carroll, secretary-treasurer; Laverne

Beavers, Thom G. Brooks and G. W. McDuff.



Construction crew strings lines for Etex Telephone Co-op, in Better community east of Gilmer, Texas.

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(GPO)**

**LOANS APPROVED MARCH 23 THROUGH
APRIL 19, 1955**

ELECTRIFICATION

\$1,915,000	Satilla REMC, Alma, Ga.	\$ 135,000	Adams County Cooperative Electric Company, Corning, Iowa
615,000	Tri-County Electric Co-op, Azle, Texas	595,000	Jay County REMC Portland, Ind.
25,000	Waushara County Electric Co-op, Wautoma, Wis.	390,000	Rural Electric Co-op, Lindsay, Okla.
970,000	Southwest Mississippi Electric Power Association, Lorman, Miss.	50,000	Lamar County Electric Co-op, Paris, Texas
50,000	Clearwater-Polk Electric Co-op, Bagley, Minn.	50,000	Petit Jean Electric Co-op, Clinton, Ark.
535,000	Mountain Electric Co-op, Mountain City, Tenn.	425,000	Central Kansas Electric Co-op, Great Bend, Kans.
175,000	Hill County Electric Co-op, Itasca, Texas	1,330,000	Citizens Electric Corp., Ste. Genevieve, Mo.
380,000	Lyntegar Electric Co-op, Tahoka, Texas	50,000	F E M Electric Asscoitaion, Ipswich, S. Dak.
115,000	Ark Valley Electric Co-op, Hutchinson, Kans.	192,000	Harrison Rural Electric Co-op, Clarksburg, W. Va.
495,000	Douglas County EMC, Douglasville, Ga.	50,000	Red Lake Electric Co-op, Red Lake Falls, Minn.
247,000	Central Valley Electric Co-op, Artesia, N. Mex.	407,000	Border Counties Power Co-op, Warroad, Minn.
180,000	Houston County Electric Co-op, Crockett, Texas	560,000	Dixie Electric Power Association, Laurel, Miss.
375,000	Hancock County REMC, Greenfield, Ind.		
310,000	Three Rivers Electric Co-op, Linn, Mo.		
50,000	Grand Electric Co-op, Bison, S. Dak.		
665,000	Concordia Electric Co-op, Ferriday, La.		
185,000	Prince George Electric Co-op, Waverly, Va.		
380,000	Pioneer Electric Co-op, Greenville, Ala.		
150,000	Darke Rural Electric Co-op, Greenville, Ohio		
395,000	Navarro County Electric Co-op, Corsicana, Texas		
50,000	First Electric Co-op, Jacksonville, Ark.		
245,000	Jo-Carroll Electric Co-op, Elizabeth, Ill.		
660,000	Union Rural Electric Association, Brighton, Colo.		
50,000	Blue Ridge EMC, Lenoir, N. C.		

TELEPHONE

\$ 403,000	Custer Telephone Co-op, Challis, Idaho
252,000	Calvert Telephone System, Calvert City, Ky.
61,000	South Central Utah Telephone Association, Richfield, Utah
363,000	Arab Telephone Company, Arab, Ala.
171,000	Purdy Telephone Company, Purdy, Mo.
96,000	Colwich Telephone Company, Bentley, Kans.
143,000	Amberg Telephone and Telegraph Co., Wausaukee, Wis.
476,000	East Otter Tail Telephone Co., Perham, Minn.
338,000	Pioneer Telephone Co-op, Kingfisher, Okla.
675,000	Champaign County Telephone Co., Champaign, Ill.
494,000	Halstad Telephone Co., Halstad, Minn.
346,000	Lower Cape Fear Telephone Membership Corporation, Elizabethtown, N. C.